

Appln. No.: 10/645,942  
Amdt. dated 10/22/04  
Reply to Office Action of 10/05/04

**In the Claims:**

1. (Currently Amended) A modular weight for a fishing lure, comprising:  
a head;  
at least one protrusion defining a length and having a first end, a second end  
and a body portion, the first end being coupled to the head;  
wherein the at least one protrusion is sized for lengthwise insertion into a  
fishing lure body independent of a fishing line, hook and/or connecting hardware;  
and  
wherein ~~each~~ the at least one protrusion is made of a material having a  
specific gravity greater than that of water.
2. (Original) The modular weight for a fishing lure of claim 1, wherein the head  
is rounded.
3. (Currently Amended) The modular weight for a fishing lure of ~~claim 2~~ claim  
1, wherein the head is spherical.
4. (Original) The modular weight for a fishing lure of claim 1, wherein the head  
is decorated to resemble at least one aspect of typical bait.
5. (Withdrawn) The modular weight for a fishing lure of claim 4, wherein the  
head includes decorative eyes.
6. (Withdrawn) The modular weight for a fishing lure of claim 1, wherein the  
head is shaped like a diving lip.

Appln. No.: 10/645,942  
Amdt. dated 10/22/04  
Reply to Office Action of 10/05/04

7. (Currently Amended) The modular weight for a fishing lure of claim 1, wherein the head is coupled to the at least one protrusion such that the at least one protrusion is not intended to be separated from the head during normal use.
8. (Original) The modular weight for a fishing lure of claim 7, wherein the head is fabricated from one unit of common material.
9. (Currently Amended) The modular weight for a fishing lure of claim 7, wherein the head is molded onto the at least one protrusion.
10. (Currently Amended) The modular weight for a fishing lure of claim 1, wherein the second end of the at least one protrusion is pointed such that ~~it~~ the second end is operable to selectively pierce through an exterior surface of a fishing lure body.
11. (Withdrawn) The modular weight for a fishing lure of claim 1, wherein the body portion of the at least one protrusion is substantially flat.
12. (Currently Amended) The modular weight for a fishing lure of claim 1, wherein the body portion of the at least one protrusion is substantially round.
13. (Withdrawn) The modular weight for a fishing lure of claim 1, wherein the body portion of the at least one protrusion is substantially smooth.
14. (Currently Amended) The modular weight for a fishing lure of claim 1, wherein the body portion of the at least one protrusion is contoured.

Appln. No.: 10/645,942  
Amdt. dated 10/22/04  
Reply to Office Action of 10/05/04

15. (Currently Amended) The modular weight for a fishing lure of claim 14, wherein the body portion of the at least one protrusion includes at least one rib.
16. (Withdrawn) The modular weight for a fishing lure of claim 14, wherein the body portion of the at least one protrusion is at least partially threaded.
17. (Withdrawn) The modular weight for a fishing lure of claim 1, wherein the body portion of the at least one protrusion includes at least one aperture.
18. (Currently Amended) The modular weight for a fishing lure of claim 1, wherein the head and the at least one protrusion are made of different materials.
19. (Currently Amended) The modular weight for a fishing lure of claim 1, wherein the head and the at least one protrusion are made of substantially the same material.
20. (Withdrawn) A fishing lure, comprising:  
a fishing lure body having an exterior surface;  
at least one modular weight having a head, and at least one protrusion having a length, a first end, a second end and a body portion, the first end of each protrusion being coupled to the head;  
wherein ~~each~~ the at least one modular weight has an overall specific gravity greater than that of water; and  
wherein the at least one protrusion is selectively positioned lengthwise in the fishing lure body independent of a fishing line, a hook and/or any connecting hardware such that at least a portion of the at least one protrusion is inserted within

Appln. No.: 10/645,942  
Amdt. dated 10/22/04  
Reply to Office Action of 10/05/04

the exterior surface of the fishing lure body, and at least a portion of the head extends from the exterior surface of the fishing lure body.

21. (Withdrawn) The fishing lure of claim 20, wherein the fishing lure body is shaped similar to typical bait.
22. (Withdrawn) The fishing lure of claim 20, wherein the head is decorated to resemble at least one aspect of typical bait.
23. (Withdrawn) The fishing lure of claim 20, wherein the head is shaped like a diving lip.
24. (Withdrawn) The fishing lure of claim 20, wherein the head is coupled to the at least one protrusion such that the at least one protrusion is not intended to be separated from the head during normal use.
25. (Withdrawn) The fishing lure of claim 24, wherein the head is fabricated from one unit of common material.
26. (Withdrawn) The fishing lure of claim 24, wherein the head is molded onto the at least one protrusion.
27. (Withdrawn) The fishing lure of claim 20, wherein the second end of the at least one protrusion is pointed such that it the second end is operable to selectively pierce through the exterior surface of the fishing lure body.

Appln. No.: 10/645,942  
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28. (Withdrawn) The fishing lure of claim 20, wherein the body portion of the at least one protrusion is substantially flat.

29. (Withdrawn) The fishing lure of claim 20, wherein the body portion of the at least one protrusion is substantially round.

30. (Withdrawn) The fishing lure of claim 20, wherein the body portion of the at least one protrusion is contoured.

31. (Withdrawn) The fishing lure of claim 30, wherein the body portion of the at least one protrusion includes at least one rib.

32. (Withdrawn) The fishing lure of claim 30, wherein the body portion of the at least one protrusion is at least partially threaded.